
**BREAKING STEREOTYPES: THE DYNAMICS OF GENDER PARITY
IN THE AGE OF AUTOMATION**

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ABSTRACT

The lucid advancement of intelligence in the arena of artificial technology has been able to create a space with many more possibilities for gender equality in the contemporary world. Whereas rapid advancement in automation also creates many challenges in order to restore gender parity. This research paper is ardent evidence to understand the disparities that caused the misrepresentation of gender roles in the labor market. The major objective is to explore the intersection of automation and gender issues and challenges while also finding significant strategies to establish gender parity in an increasingly automated world. It is quite evident from the past realities of the labor market that gender discrimination was always a part of it. Women often regulate low pay scales and lack of secure jobs while emphasising more discrimination factors. Rapid technological advancement is shaping the modern workforce, presenting both unprecedented opportunities and significant challenges for gender equality. While it promises increased productivity and economic growth, it also risks deepening existing gender disparities or even dismantling entrenched discrimination. This paper delves into the dual impact of automation on women's employment, examining both the potential for displacement and the opportunities it creates. Drawing on recent empirical research and theoretical frameworks, it proposes strategic interventions to ensure that technological progress benefits all workers equally, regardless of gender.

KEYWORDS: Discrimination, deconstruction, gender, space, dystopia, stereotyping, automation.

INTRODUCTION

The modern era has witnessed a revolution in technology and ideology, fundamentally transforming the nature of work. Automation has completely replaced much of traditional employment, and the rise of robots and artificial intelligence has reshaped global labour structures.

Brusseovich, Dabla-Norris and Khalid highlight a significant disparity: female workers face a much higher risk of displacement by automation than their male counterparts. Currently, around 11% of the female workforce is at high risk of automation in today's technological landscape. This disparity isn't due to inherent differences in worker capabilities but rather persistent occupational segregation prevalent in most global labour markets.

In today's society, workplaces epitomise gender discrimination. Numerous feminist advocacy groups and legislative measures have been established to combat workplace and social harassment and discrimination against women. Despite these efforts, gender discrimination persists, manifesting not only in psychological and mental forms but also in pay disparities. Women labourers are often paid less than men for equal work, exacerbating the wage gap and jeopardising their workplace security. Systematic gender inequality has been ingrained in economic structures since the Industrial Revolution, as evidenced by historical labour market realities. However, this current moment presents both challenges and opportunities. Automation technologies have the potential to reinforce existing gender hierarchies or, if carefully managed and regulated, could fundamentally reshape workplace gender relations.

This research paper integrates quantitative empirical data in order to approach large-scale studies along with a few qualitative and theoretical analyses as well. Theory ranging from feminism, political economy, and labour studies will be taken into consideration. With the environment of all these ideologies, one can easily develop an understanding of how automation is responsible for reshaping gender relations in both public spaces as well as the workspace. The quantitative dimension of this analysis involves examining task-based employment data from advanced and emerging economies. It looks at the intensity of routine tasks across various occupations and the vulnerability of workers to automation. Recent research using individual-level data on task composition across 30 advanced and emerging economies reveals a significant difference: women perform more routine tasks than men. These are precisely the tasks most susceptible to automation. This finding is crucial because it highlights women's historical concentration in clerical, administrative and service roles, placing them at heightened risk during technological transitions.

Technology is not an individual proportion but a radical set of values in assumptions which are powered by brilliant idea and designs. This approach acknowledges that technology is never neutral. It's instead shaped by the values assumptions and power dynamics of its designers and implementers. By analysing the gendered division of labour and its interaction with technological change we gain a deeper understanding of how automation can exacerbate gender inequality and also uncover potential avenues for transformative change.

Women often fear displacement compared to men. An International Monetary Fund's analysis shows routine technological advances disproportionately threaten female employment because women are overrepresented in high-efficiency tasks. For example, data entry, clerical work and customer service roles are heavily gendered at the grassroots level. Many occupations are also fixed by gender norms. A nurse is often unconsciously seen as a woman, but it's not always the case. Nurses can also be men and the designation of chairman is also quite gendered. While a chairman might not always be a man, a woman could be too. Therefore, it's more logical to call it a chairperson. McKinsey Global Institute's research on the future of women at work illustrates this dynamic vividly. Women and men face similar potential job losses and gains but in fundamentally different sectors. Crucially, McKinsey research indicates that if women struggle to transition into new high-skill sectors they could face a widening wage gap compared to men and potentially leave the labour market altogether as employment costs rise. Further research by Pieters and colleagues on developing country labour markets corroborates these findings, showing that gender disparities in exposure to automation are particularly pronounced in low and middle-income nations. This persistent occupational segregation makes women's vulnerability to automation even more pronounced than in developed economies.

Automation, a complex process, often reveals unexpected pathways for technological advancement. Numerous studies demonstrate its seismic impact on the workplace, particularly in reducing gender disparities. A Chinese industrial firm's study found that robotic technology significantly increased female employee share compared to men. Furthermore, the National Bureau of Economic Research's research shows women in routine-intensive labour markets have more often transitioned to high-skill, high-wage roles over the past four decades. This underscores the importance of women's economic agency and adaptability. Providing equal opportunities allows women to shift career trajectories and compete with men. This research highlights that the relationship between automation and gender equality isn't deterministic; outcomes depend on broader institutional factors like education and training access, anti-discrimination protections, social safety nets and

economic inequality. The differences between men and women due to automation can also be understood through the lens of politics and capitalism. Automation goes beyond neutral technical progress; it's a manifestation of capitalist logic aimed at maximising surplus value – the difference between what goods are worth and what workers are paid. Marx's labour theory of value, adapted for today's context, explains why capital systematically pursues automation. While human labour uniquely creates value, mechanical systems can only reproduce existing values while vastly increasing efficiency.

To address this issue, institutional foundations and prohibitions should be established to promote equitable work segregation. Increased investment in education is crucial for conducting numerous training classes for women to equip them with the necessary skills for the workplace. Active intervention through scholarship programmes, mentorship initiatives and culturally competent training can significantly boost women's participation. Rather than adopting gender-neutral approaches to supporting displaced workers, policy frameworks should recognise that men and women face different displacement risks and require tailored support. For women displaced from routine work, targeted training in high-skill occupations, subsidised childcare to facilitate work and training, and income support during transitions can enhance occupational mobility. Closing technology access gaps is also essential. Governments must ensure equal access to broadband connectivity, digital literacy training and technology adoption financing across gender, geography and class lines. The digital divide remains deeply gendered globally, with women having limited access to technology and technological education. Addressing these foundational barriers is vital for women to benefit from job creation in the technology sector.

METHODOLOGY

This research paper employs a mixed-methods technique analysis to explore the intersection of automation and gender bias in the modern workplace. It combines qualitative and quantitative analysis to illustrate clashes between different genders over time. By adopting a holistic approach, it examines the conflict between societal and personal affiliations within both the workplace and personal space. This comprehensive perspective allows for a deeper understanding of the statistical complexities of the issue and facilitates the exploration of individual expressions and perspectives.

RESULTS AND DISCUSSION

Meanwhile, the findings strongly suggest that automation can sometimes also portray its dual nature. While automation can enhance existing gender inequalities, it can also have the capacity to deconstruct the very notion of gender discrimination. But by constructing the very structure of gender issues, it is possible to understand where the problem lies and how to rejuvenate it. Somehow, it is also possible to enhance the promotion of inclusive discovery and innovations in the field of automation while creating an effort to showcase the underlying biases in the contemporary workspace. It becomes inevitable to understand the dual nature of automation, where on the one hand, new kinds of opportunities for women are gradually created in the fields of industrial and manual workplaces, while on the other hand, there is also a danger of the expansion of the gender gap when it comes to the mechanical workforce. Automation has led to the displacement of the traditional work structure while emphasising more modern technological advancements, that have led to the rapid development of industries and capitalism at the global level. Capitalist ventures have highly benefited from unpaid labor values in the form of wages, which in turn is called the surplus value. Labor is a bundle of mechanical actions that are triggered by the conscious efforts of the means of production. Whereas mechanical machines often represent previously existing values but are a huge failure in creating new ones. Modern technology is successful because of its ability to create the efficiency to produce excessive surplus value, which the labor class would not be able to.

CONCLUSION

We live in an era that most of the greatest thinkers used to imagine as the age of prosperity, or the so-called “new millennium.” Yet, the harsh reality is that we live in a dystopian nightmare with plenty of poverty and inequality. This disparity among the genders is to be removed and repaired with the help of modern automation and technology. The impact of automation in the workforce is a huge phenomenon to be understood and analysed very carefully in order to face the challenges of traditional stereotypes while potentially reinforcing others. Ultimately, it is quite evident from what is happening in the field of automation in contemporary society that there is a huge risk of gender inequality with the massive involvement of the population, irrespective of gender and identity. But the stance of automation always poses an opportunity to move towards a more equitable society in the future generation, where gender equality will not just be a dream but a reality.

This paper explores the central tension that outcomes aren't predetermined and technology isn't destiny. Whether automation reinforces patriarchal gender relations or facilitates their transcendence hinges on collective choices made through policy, regulation and social struggle. The evidence reviewed shows some societies have successfully managed technological change to reduce gender inequality and expand women's economic opportunities while others have experienced the opposite. These differences stem from changes in institutional frameworks and their implementation. Alongside technological advancement, gender equality should be a top priority alongside fundamental feminist and gender principles. The voices of marginalised women should be central to resolving these issues. Addressing gender inequality requires tackling intersecting inequalities of race, class, colonialism and nationality that shape women's experiences of technological change globally. Substantive equality demands more than legal rights; it requires material resources, institutional support and genuine power for workers to shape their employment conditions. The age of automation shouldn't inherently lead to gender inequality but should become a space for all societal groups to participate peacefully and sustain their lives through necessary transformations. Guided by justice, technology can serve as a tool for genuine gender liberation.

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